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# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION  
UNITED STATES DEPARTMENT OF AGRICULTURE

July 17, 1943

No. 15

## TIME TO TALK TURKEY

To get 10 million pounds of turkey marketed, processed, shipped, and placed on the holiday tables of all our armed forces, 2 million pounds must be ready for delivery between September 1 and 15, another 2 million pounds between September 15 and 30, and another 6 million pounds as soon thereafter as possible.

The 10 million pounds the Army must purchase for all our armed forces represents only a small portion of total anticipated production. But it will take cooperation of every producer, processor, retailer, and consumer to make certain the early birds go to the services.

Normally, barely 5 percent of each year's production of turkeys is marketed in August and September. The backward season this year, plus feed scarcity, could reduce even the normal percentage of August and September marketings. Add the increased demand at home this year and you have the reason for pushing now for turkey on every serviceman's holiday menu.

Opening gun will be a speech by W. D. Termohlen before the meeting of the National Turkey Federation in Chicago July 20. After that, the word will go out by press and radio to farmers, processors, wholesalers, hotel and restaurant managers, consumers. Trade journals, farm papers, Extension Service and FDA regional offices will pass the word along.

Turkey info points to stress are:

1. Producers should begin now to separate big birds from small and sell only to processors preparing turkeys for the armed forces.
2. Packers and processors must sell only to Army-authorized buyers.
3. Until Army needs are met, turkey should come off pre-holiday menus of hotels and restaurants.
4. Retailers should tell consumers why they'll have no turkey in August and September.
5. Consumers must understand a small sacrifice in early fall means holiday cheer for the boys on the battlefronts.
6. FDA isn't asking for more production -- just August-September marketing.

TIP ON RATIONING

OWI has some general suggestions on rationing info that are recommended for pasting in your hat for ready reference since they apply to all rationing programs. For instance, stress that rationing is a process of sharing. It's a good idea to supplement or substitute "sharing" with "rationing" whenever possible. Also stress the benefits of rationing programs. After all, they're purpose is to make sure we'll get certain scarce things, not to take them from us. That implies, of course, telling clearly how the program works in fairness to all.

CROP CORPS IS A LOCAL PROJECT

Some farmers find solace in the idea that when they need labor badly, a troop of foreign workers or war prisoners or soldiers or workers from the next state will come marching over the hill and all will be well.

It's a nice dream -- but in nine cases of ten, simply a dream. Experience shows most emergency labor needs must be met through local community mobilization. That's less comforting than the dream. But the sooner the idea catches on, the better the response is when Crop Corps mobilization actually begins.

ONE MAN'S IDEAS

Graham T. Coulter, county agent in Henrico county, Va., reports he met considerable success in obtaining sponsored newspaper ads to back up a Crop Corps mobilization program. Ads stressed the why of the Crop Corps, also used real wage figures instead of cash wage figures to give a clearer idea of the economic return for farm labor. Radio spots and radio discussions helped, too.

In talking with merchants associations and similar groups, he found they were amenable to the idea of sponsoring a series of full-page newspaper ads, especially valuable for locating city folks with experience as farm workers. Such a series, he feels, would be particularly valuable if sponsored by leading public figures on the state level wherever the mobilization is carried out on a state-wide basis at one time.

MAKING FOOD FIGHT

Handbooks on the Home Front Pledge campaign --- community mobilization plans for the county level, info guides for the state level --- are scheduled to leave Washington this week. At the same time, names of key USDA workers in the field are being furnished to OPA field personnel. They'll be calling soon for participation in the drive as described in last week's Calendar.

The Home Front Pledge program, part of the Food Fights for Freedom campaign, is designed to get into motion under local impetus. Some communities may be in action already. Others will get underway soon. So stand by for action on the food front!

BASIC SEVEN SERIES

Seven Consumer Time broadcasts, beginning Saturday, July 24, will be devoted to each of the seven basic food groups. The first show, on green and yellow vegetables, will dramatize the vitamin and mineral food values of this group. The listening time is 12:15 p.m., EWT, each Saturday on NBC.

## FARMING TO THE FULLEST

This year we've planted the greatest acreage in 11 years. Livestock numbers are largest in history. Demand for food and fiber was never greater. Big job is to keep production of meats, eggs, poultry, dairy products as high as the feed supply will allow -- to farm to the fullest. Even with this year's increased feed acreage and good pastures, it will take wise use of feed we have to maintain livestock production at sufficiently high levels.

Here are ways info workers can help the good work along:

FILL THE SILO -- We've plugged this campaign before. Now Food Info Series 31 is in the field with background facts you'll need. County Extension agents have technical info on pit and trench silo construction. The silo salient is important on the feed front because there crops which might be wasted can be conserved.

STRETCH THE PASTURES -- A second vital salient on the feed front. A new background statement is in the works for the Food Info Series and should reach you next week, in time to spark the drive. Push pasture production hard 'til harvest!

LOOK AHEAD -- Grass seed may be short. "Hayseed Harvest and Conservation," another forthcoming Food Info Series item, will offer facts to start the seed conservation push.

REMINDER -- Don't overlook Secretary Wickard's speech (Food Info Series 33) as a valuable source for press and radio info to supplement the 8-point dairy program.

### WORDS MOVE THE CORN

Fortnight ago, farmers were holding tight to their corn. War industry and feeders in feed deficit areas were crying for it. It was a serious situation -- and something had to be done.

Out in the corn belt, AAA committeemen went to work on the problem with words. They went to farmers, explained the urgency of moving corn, persuaded farmers to sell.

Results of this persuasion are showing up. In 10 days, 6 1/4 million bushels were bought by warehousemen for CCC in six corn belt states. That's using words pointedly -- and Hitler will get the point!

GAS AND BAGS BACKGROUND Two Food Info Series pieces due to appear soon will tell farmers how to meet two wartime supply problems. One tells how gasoline may be obtained and used for retail deliveries farmers may make from farm to the consumer's doorstep. The other offers suggestions for conserving agricultural bags. Supplies for making bags are short, but we'll have enough to handle this year's crops if the present supply is used carefully, reused extensively. Farmers will appreciate this practical info.

'ITS UP TO YOU' With discontinuance of OWI's domestic branch, FDA will handle distribution of the food play, "It's Up To You." Requests for script or info about the play will be channeled through Washington and films are being forwarded to exchanges in cities where FDA regional offices are located.

COAST-TO-COAST INFO Program-makers for Farm & Home Hour have these features on the agenda for the week: Monday, July 19, "Where Once There Was Only Water." (flooded farms), and "On With Summer Work" (Victory Garden tips); Tuesday, July 20, program of International Baby Chick Association; Wednesday, July 21, talk by Secretary Wickard; Thursday, July 22, Army speaker on "Thanksgiving Overseas;" Friday, July 23, Dr. Hazel K. Stiebeling on "The World Needs More Food," third in the "Future For Which We Fight" series.

-----NEEDED: MORE STORAGE FOR SWEETPOTATOES-----

Prospects for an abundant sweetpotato harvest are good, as WB Memo 392 Production 49 points out. To keep this crop from being depleted through waste, it is desirable to store as much of it as possible rather than rushing them on the market green. State and county WBs are asked to conduct a grading, packing, and storing drive in sweetpotato areas as outlined in the Memo. A bulletin, "Additional Storage Facilities Needed for Increased Sweetpotato Crop," will assist in making storage plans.

INFO INVENTORY Check yourself on these recent mailings in the Food Info Series: Fill the Silo, No. 31; Research Aids Milk Production, No. 33; Food Production Orders through July 8, No. 34; Chemical Fertilizer Order, No. 35; statement and news release on copper wire for farmstead wiring, No. 36. In addition, posters boosting Consumers Guide and Consumer Time have gone to FSA, BAE and FDA field offices.

POESY DEPARTMENT Here's a lilting tribute to the war contribution of young men on the farm. It was used on the air by WLW, Cincinnati, and is available for your use. Credit should be given the author wherever used, but no other acknowledgement is necessary.

THE FLAG IS OVER THE PLOW

By Barton Rees Pogue

Do you feel, young man, the only way  
To serve the land you love  
Is to shoulder a gun and march away  
With the stars and stripes above?  
More than troops and ships and camps  
are marked  
With the cloth of our sacred vow.  
You may not see it wave as you work,  
But the flag is over the plow.

There's another army must march today,  
As strong as the one afield,  
Millions of men must face the earth  
And make the land to yield;  
An unfed army of fighting men  
Is no force to face the Huns,  
To free the world of this hellish horde  
Takes more than planes and guns.

If plows, perhaps, were put in line,  
If the bugle call would sound,  
If bands might play, and colors rise  
In services profound;  
If tractor on tractor could move away  
To music that quickens feet  
There might be patriotism then  
In corn and hay and wheat.

But there are no drums, no bands that play  
No buddies there in line,  
He works alone in that field of his  
As I work alone in mine;  
It is very humble, the work we do,  
But we must remember somehow,  
As much as it flies at the battle front  
The flag is over our plow!